

Goal 5 - Quality of Life



Palm Coast strives to provide an excellent quality of life to its residents – through recreational opportunities, special events, beautiful parks and trails, and sports programs. The City presented dozens of community events including a movie series, food truck, running series and patriotic holiday events, along with the Palm Coast & the Flagler Beaches Senior Games. Major events included The USTA Pro Circuit Men's Futures Tennis Tournament, the Birds of a Feather Fest, Arbor Day, the International Festival and the Starlight Event and Parade.

The Federal Emergency Management Agency (FEMA) increased the Community Rating System (CRS) to a Class 5 in the National Flood Insurance Program (NFIP), which places Palm Coast in the top 10 percent of Florida cities/counties and top 7 percent of communities that participate nationwide. Also this year, the City's Insurance Service Organization (ISO) rating improved to a 2 on the fire suppression rating schedule. The higher ISO rating puts Palm Coast in an elite category. Only 69 communities in Florida have an ISO rating of 1 or 2; nationally, Palm Coast is in the top 1.3 percent. The City also took delivery of a new fire engine, painted Palm Coast "blue" and red.



Hundreds of photos were entered into the 3rd Annual Find Your Florida Photo Contest that captured Palm Coast's beauty. Take a peek at the City's website to see more photos. Some of these photos are

proudly displayed in City Hall. Do you think you can beat these photos? The 2016 contest ends on May 31, 2016. Enter today for a chance to win prizes! www.palmcoastgov.com/photocontest

Goal 6 - Workforce Talent



The City Council's philosophy of using in-house talent continued. In-house projects completed this year include enhanced landscaping and beautification for the area surrounding Flagler Palm Coast High School at Bulldog Drive and the entrance to Palm Coast Town Center at State Road 100, construction of the Seminole Woods Multi-Use Pathway and two major headwall structures.

Awards received by the City this year included

- Environmental Specialist Brian Matthews received the 2015 "Lifetime Achievement Award" from Southeast Desalting Association.
- Mayor Jon Netts received the Regional Leadership Award from the Northeast Florida Regional Council, and the City also won the NEFRC award in Planning & Growth Management for its work in redevelopment of Island Walk Shopping Center.
- Palm Coast Television received five national video awards for videos produced in-house about public safety, recreation and economic development.
- The Palm Coast Top-Ops Team won first place at State and went on to the National contest at the American Water Works Association Conference, where they placed second in the nation.
- Wastewater Treatment Plant operators were honored with the Earl B. Phelps award from the Florida Water Environment Association.



Sixty-four employees attended the "Employee Academy Program."

Vision Statement

To be recognized as one of Florida's premier cities in which to live, work and play

Mission Statement

To provide our residents, visitors, and business community with exceptional government services in order to improve the quality of life, grow the local economy, and protect the natural environment through a planned, integrative approach using available technology

Palm Coast City Council Goals 2014-2015

Goal 1 - Expansion

To anticipate the need for additional services and infrastructure to provide opportunities for mixed-use development with goods, services and employment

Goal 2 - Economic

To develop and maintain a strong economy by supporting the growth and development of new and existing businesses while creating an environment to attract new companies that align with our values

Goal 3 - Finance

To leverage our financial strengths while ensuring the City remains committed to fiscal responsibility in delivering value-added services to residents and businesses

Goal 4 - Environmental

To blend our residential and commercial properties with our "City of Parks and Trails" image to create a sustainable framework of visual appeal while caring for our land, water, air and wildlife

Goal 5 - Quality of Life

To enhance the quality of life for our citizens by providing safe, affordable and enjoyable options for cultural, educational, recreational and leisure-time events

Goal 6 - Workforce Talent

To develop and implement a comprehensive plan to improve City employee skills and performance through education and training; performance management; and personal development opportunities

Strategic Action Plan

The City's Strategic Action Plan (SAP) is reviewed and updated as the City Council begins its budget process. The SAP is intended to provide guidance while reflecting on the organization's core values without knowing exactly where the realities will take us. The City's vision is at its center; it defines our future and is implemented through the goals developed during the SAP process.

City of
PALM COAST
FLORIDA



2015 Annual Progress Report

The Annual Progress Report provides an overview of the City of Palm Coast's accomplishments, achievements and forward progress based on goals set by the Palm Coast City Council – along with the results of the 2015 Citizens Survey. This summary provides the highlights, but there's much more to see!

Read the full report at
www.palmcoastgov.com/progress-report

If you'd like a print copy, please call the City
at 386-986-3708.

Find Your Florida

For more information, please visit our website at
www.palmcoastgov.com or follow us on Facebook and Twitter.

Goal 1 - Expansion



The doors at our new City Hall officially opened in our downtown Town Center in 2015, ushering in a new era in Palm Coast. It is a full-service, one-stop facility where residents can complete all their city-related business. Employees merged their offices from other locations and moved to 160 Lake Avenue. A Community Wing on the west side of the office building houses the City Council Chambers, a large community meeting room and two smaller rooms that will soon be available to the public to rent for their events.

The Palm Coast Parkway 6 Laning Project was completed. The widening was for 1.23 miles of Palm Coast Parkway from Cypress Point Parkway/ Boulder Rock Drive to Florida Park Drive, including multi-use pathways and landscaping. The widening was necessary to alleviate current and future traffic congestion, improve hurricane evacuation efforts and speed mobility for emergency vehicles.



The PA1 surface water control structure located near the corner of Pine Lakes Parkway and Belle Terre Parkway suffered a catastrophic failure in April 2015 and was fully reconstructed by August. The City also

began rehabilitation of the Colechester Bridge this year. Other projects included: 55 miles of swale maintenance, 12 miles of roadway resurfacing and a third phase of the Seminole Woods Multi-Use Path.

Goal 2 - Economic

Growth was the word in 2015 – in jobs, capital investment, tourism, taxable sales, real estate values, and development both commercial and residential. In the past five years, Palm Coast has added over 11,000 jobs, and the unemployment rate has been reduced by more than half from 15 percent to 6 percent. The upward trend in building activity continued in 2015 with an increase of 7 percent in single family residential permits and a 17-percent jump in commercial permits issued. The total number of permits issued increased 5 percent, and overall building permit revenues were up 6.5 percent. Bed tax collections, reflecting tourism growth, were up 9.3 percent.



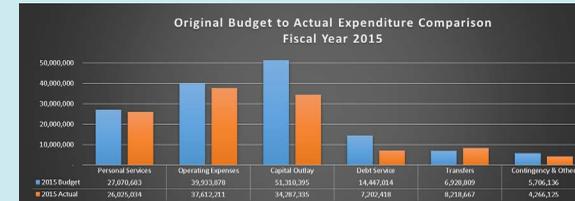
The Island Walk shopping center redevelopment was perhaps the most visible commercial development, with the opening of the new Publix and completion of many of the center's buildings. Also during 2015, eight apartment buildings and eight new commercial buildings were completed, including the Landings Apartments (73 units), Chick Fil-A, the convenience store and Mobil gas on Pine Lakes Parkway, an addition to Walmart, Dunkin Donuts and 52 commercial renovations for new and existing businesses. In addition to the Landings, the new City Hall in Town Center is expected to spark more growth in the downtown corridor.



The Palm Coast Business Assistance Center at City Hall, continues its important role in economic development, providing assistance in starting and growing businesses in Flagler County, at no cost to businesses. The BAC is operated in partnership with the Small Business Development Center at the University of Central Florida. A major initiative in 2015 was the selection of Buxton Company for commercial attraction services. The BAC also sponsored the 5th Annual BAC Business Expo in coordination with the Flagler County Chamber of Commerce.

Goal 3 - Finance

The City's strategies to accomplish this goal include diversifying its revenue sources and increasing efficiency through enhanced operations and technological advancements. The Strategic Action Plan is the guiding policy document for City Council and City staff. Each year the budget is driven by the mission statement and goals contained within the Strategic Action Plan.



Some 2015 initiatives to secure the City's future:

- A low interest loan for construction of a second Wastewater Treatment Plant was secured. Estimates show this will save over \$6 million over the life of the loan with no rate increase.
- An Internal Controls Team was established to review internal processes and strengthen controls. The team developed an investigative process, created a whistle blower policy and implemented an internal fraud and waste hotline.
- A Long Term Financial Planning presentation and new forecasting model was presented to City Council during the budget preparation period for fiscal year 2016. The new forecasting model will be used to help determine the future impact of City Council decisions being made.
- A new employee retirement education program was implemented. The City's retirement plan has no liability of future funding of retirement benefits.

The City received a number of recognitions from outside organizations for its budget, financial reporting, and system for measuring performance across all departments. For the 12th consecutive year, the Government Finance Officers Association of the United States and Canada (GFOA) presented a Distinguished Budget Presentation Award for the Annual Budget, and the City received GFOA's Certificate of Achievement in Financial Reporting for the 14th consecutive year. The ICMA Center for Performance Analytics recognized the City for the second year in a row for its performance management efforts with a Certificate of Distinction.



Goal 4 - Environmental



The City was recertified as a Gold Level Green Local Government through the Florida Green Building Coalition in August 2015, placing Palm Coast at the forefront of Florida's sustainable communities. The

majority of the activities securing this designation are tracked in the Environmental Management System which focuses on five fundamental categories to target unique disciplines of a City-wide approach.

1. Water Conservation: Reduce Consumption
2. Waste Reduction – Increase Recycling: Natural Resource Conservation
3. Greenhouse Gas: Minimize Carbon Footprint
4. Energy Conservation and Alternative Sources: Embracing Innovation
5. Outreach and Incentives: Educate and Inspire



"Green" special events included Arbor Day, where 450 trees were given out; a Black Bear Awareness workshop; the Christmas Tree Recycling Event, where the City accepted 319 trees and over 1 ton of electronics; and the Intracoastal Waterway Cleanup, where 536

volunteers removed 1,876 pounds of trash. The City participated in the National Mayor's Challenge for Water Conservation, placing 7th in the nation.

On the construction front, the new Zero Liquid Discharge (ZLD) improvements at Water Treatment Plant 2 equate to 1.2 million gallons (2 Olympic swimming pools) of water a day back into the City's water supply. An Ozone Treatment System was added at Water Treatment Plant 3 that recovers drinking water from concentrate and sends it to Water Treatment Plant 1 for further treatment, recovering up to 566,000 gallons per day of drinking water.

Want to read more? Visit:
www.palmcoastgov.com/progress-report
 If you'd like a print copy, please call the city at:
386.986.3708